What is claimed is:

1. A reflective liquid crystal display device, comprising:

a first substrate having a reflective electrode on a bottom surface thereof;

a second substrate having a polarizer and a retardation film, the polarizer formed on a top surface of the second substrate, the retardation film formed on a bottom surface of the second substrate; and

a liquid crystal layer interposed between the first and second substrates,

wherein the retardation film is made of one of a polymer and a liquid crystal.

2. The device of claim 1, wherein the polymer and the liquid crystal are an UV-curable polymer and an UV curable liquid crystal, respectively.

3. A transflective liquid crystal display, comprising:

a liquid crystal panel including:

a) a first substrate having a first polarizer and a reflective electrode, the first polarizer formed a bottom surface thereof, the reflective electrode having at least one light transmitting hole and a first retardation film, the first retardation film formed in the light transmitting hole, the light transmitting hole transmitting light;

b) a second substrate having a second retardation film and a second polarizer sequentially arranged theron; and

c) a liquid crystal layer interposed between the first and second substrates

a back light device for generating light.

4. A liquid crystal display device, comprising:

a liquid crystal panel including:

a) an upper substrate having an upper polarizer and an upper retardation film sequentially arranged on a top surface thereof;

b) a lower substrate having a reflective electrode and a first lower retardation film sequentially arranged on a top surface thereof and a second lower retardation film and a lower polarizer sequentially arranged on a bottom surface thereof, the reflective electrode and the first lower retardation film having a light transmitting hole, the light transmitting hole transmitting light; and

c) a liquid crystal layer interposed between the upper and lower substrates; and

a back light device providing light to the liquid crystal panel.

5. The liquid crystal display device of claim 4, wherein the first lower retardation film is made of either of a UV curable polymer and a UV curable liquid crystal.

6. A reflective LCD device, comprising:

a reflector;

a first substrate over the reflector;

a liquid crystal layer over the first substrate;

a retardation film over the liquid crystal layer, the retardation film having one of polymer and liquid crystal;

a second substrate over the second substrate; and

a polarizer over the second substrate.

7. A transflective LCD device, comprising:

a first polarizer;

a first substrate over the first polarizer;

a reflector having a transmitting portion over the first substrate;

a retardation layer contacting the reflector;

a liquid crystal layer over the reflector;

a second substrate over the liquid crystal layer;

an upper retardation film positioned over or under the second substrate; and

a second polarizer over the upper retardation film.

8. The device of claim 7, wherein the retardation layer is on the transmitting portion of the reflector.

9. The device of claim 7, wherein the retardation layer has one of UV curable polymer and UV curable liquid crystal.